

ORDER



Orders	Order / Rev:	104122-1
	Alt Order #:	06831863
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	08/07/12 - 08/13/12
	Original Date / Rev:	07/09/12 / 07/10/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley for Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

ed

New Business Thru: _____

Order Separation: 00:15:00

Advertiser External ID: _____

Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	62	\$100,750.00	\$85,637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	62	\$100,750.00	\$85,637.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCready	Atlanta	South	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	49%	\$100,750.00
Market	100%	\$205,612.24

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$41,122.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,897.96
KTUD	0%	\$0.00
KVVU	13%	\$26,729.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,112.24

Order / Rev: 104122 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	:30	4	\$400.001	0.00	NM		4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		4				\$400.00		0.00			
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$400.001	0.00	NM		1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$400.00		0.00			
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		2				\$700.00		0.00			
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	8	\$700.001	0.00	NM		8	\$5,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		8				\$700.00		0.00			
E 5	KSNV	08/07/12	08/10/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.001	0.00	NM		8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		8				\$1,400.00		0.00			
E 6	KSNV	08/13/12	08/13/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		2				\$1,400.00		0.00			
E 7	KSNV	08/13/12	08/13/12	News 3 at 4 News 3 at 4	CM	4-430p	M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$700.00		0.00			
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.001	0.00	NM		5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		5				\$750.00		0.00			
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWTF--	:30	5	\$6,000.001	0.00	NM		5	\$30,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		5				\$6,000.00		0.00			
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.001	0.00	NM		2	\$12,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		2				\$6,000.00		0.00			
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week@M Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		4				\$1,700.00		0.00			
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week@M Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
OLY DT WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		4				\$1,700.00		0.00			
E 15	KSNV	08/07/12	08/10/12	CM	9am-4pm	-TWTF--	:30	12	12	\$1,200.003	0.00	NM		12	\$14,400.00

Order / Rev: 104122
 Alt Order #: 06831863
 Flight Dates: 08/07/12 - 08/13/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weekdays															
Olympics Daytime Weekdays															
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-TWTF--		12	\$1,200.00		0.00						
N 16	KSNV	08/07/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	1	\$750.002	0.00	NM		1	\$750.00
News 3 Olympic Zone															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-TWTF--		1	\$750.00		0.00						
N 17	KSNV	08/07/12	08/10/12	Olympics Daytime Weekdays	CM	9am-4pm	-TWTF--	:30	2	\$1,200.003	0.00	NM		2	\$2,400.00
Olympics Daytime Weekdays															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-TWTF--		2	\$1,200.00		0.00						
N 18	KSNV	08/07/12	08/10/12	Wake Up Early w/ Wagner	CM	430a-5a	-TWT---	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagner															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-TWT---		1	\$150.00		0.00						
													Totals	62	\$100,750.00